

Quote

THE WEEKLY DIGEST

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Statistical organizations checking the relative popularity of various radio programs have thus far overlooked a rather significant segment of our population—the rural mkt. No one has bothered to ask Hiram Hayseed, out on R F D No 17, what programs he prefers. No one, that is, until Dr C H SANDAGE, of the Univ of Ill, began his check-up on this group of listeners some 3 yrs ago.

With television increasing rapidly in urban centers (television viewers now exceed radio listeners in N Y C, according to just-published survey) rural radio assumes new significance. In coming decade radio time buyers will give far more att'n to farm and small town preferences. And Dr SANDAGE is now accepted as best informed source. Some of his findings upset popular opinions. He will assure you, for example, that LUM and ABNER hold a wide margin over JACK BENNY all along the R F D routes. Barn dance music is a prime favorite. But the farm family casts its vote for variety of entertainment—a little music, a little fun, a little news.

Dr SANDAGE has farm families all over the mid-west keeping radio diaries and answering questionnaires. They are judged on a merit-point system and rewarded with merchandise premiums. Some 95 to 97% report their radio preferences to him faithfully.

MAY WE *Quote* YOU ON THAT?

CARROL M SHANKS, pres, Prudential Ins Co: "Something new has been added in this country: a philosophy that politics will do quicker and better what used to require sweat and a sense of responsibility." 1-Q

Sec'y of State DEAN ACHESON: "We are always ready to discuss, to negotiate, to agree, but we are understandably loath to play the role of internat'l sucker. We want peace, but not at any price." 2-Q

ANDREJS LEISE, former Latvian poultry expert, settling in Cokato, Minn: "I knew America was a mighty power, but now I know the source of that power — it's the wonderful, unselfish and cheerful people." 3-Q

MARGARET CLAPP, newly installed pres, Wellesley College: "No longer is training for the home a matter of competence within 4 walls. If those walls are to stand, training for the home means training for local, nat'l and world citizenship." 4-Q

Rep JOHN DAVIS LODGE, of Conn: "The Voice of America has a frog in its throat." 5-Q

Sec'y of Defense LOUIS A JOHNSON: "America's defense now is in the hands of the finest team in the history of the nation." 6-Q

Rev JOHN CAVANAUGH, pres, Univ of Notre Dame, commenting on lack of religious aspects in UN sessions: "Is there no American to paraphrase the words of Benj Franklin spoken at one of the early constitutional conventions here in

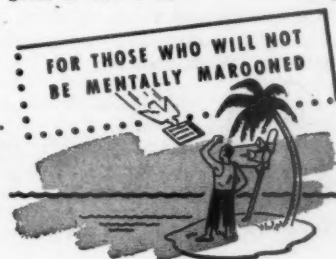
America: 'If a sparrow cannot fall from a tree without God's knowledge, how can we hope to erect an internat'l structure without God's aid?'" 7-Q

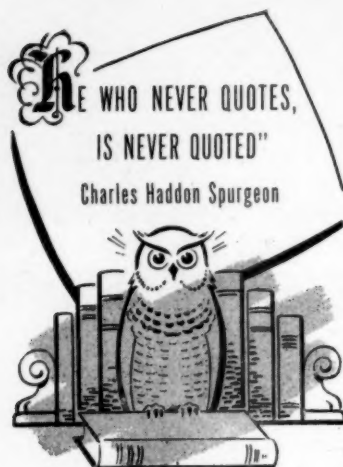
MARTHA ROUNTREE, producer of radio and TV programs: "A free press is America's main line of defense. It is something that must be fought for continuously—not taken for granted." 8-Q

SAM'L T DANA, dean of Univ of Mich School of Forestry: "We are on the threshold of an age that will raise the standards of living of all men everywhere." 9-Q

DAVID E LILIENTHAL, former chmn, Atomic Energy Commission: "We should have faith that our Creator did not endow man with the knowledge to unlock the atom with the idea that he would destroy himself." 10-Q

ARCHIBALD MACLEISH, former Ass't Sec'y of State and Librarian of Congress: "Confidence in peace, confidence in the future—the natural, normal, decent confidence of men of courage and character in their country and themselves—has all but vanished from the Congress of the U S." 11-Q





AGE—Youth—1

Youth, of course, is a great asset for which there is no substitute. But evidence gathered by the 40 Plus Club shows that a group of employers are loud in their praises of men over 40. Of these employers, 91.6% reported equal or greater ability in men over 40, and 94.1% reported equal or greater co-operation from older men.—*Curtis Courier*, hm, Curtis 1000 Inc.

AMERICA—2

A L Zachry, past pres of the Atlanta Chamber of Commerce, in a recent address, gave the "Nine Steps in the Cycle of Nations, States and Communities," and asked, "At what stage are we today?" These were the 9 steps:

Bondage to spiritual faith
Spiritual faith to courage
Courage to freedom
Freedom to physical abundance
Abundance to complacency
Complacency to apathy
Apathy to fear
Fear to despondency
Then bondage.—*Parts Pups*, hm, Genuine Parts Co.

BEHAVIOR—3

We cannot draw absolute lines between right and wrong, but there

are certain principles which will guide man into the right direction.—*ARTHUR TWINING HADLEY*, *World Affairs Interpreter*.

BOOKS—4

In a recent survey, the Book Mir'g Inst revealed that 27% of all American homes have less than 50 books in them. Thirty-five percent have no bookcase.—*JOS CHAS SALAK*, "Book Collecting," *Link*, 4 & 5-'50.

BREVITY—5

While wartime Prime Minister of Great Britain, Winston Churchill demanded compression of information into the shortest possible space. On one occasion he asked for the latest ideas for the structure and organization of the armored division and added: "This should be prepared on 1 sheet of paper, showing all the principal elements and accessories."

Another request, to be ans'd on 1 sheet, was for information about arrangements for Channel convoys "now that the Germans are all along the French coast."—*JOHN R HERON*, "What's Your Hurry?" *Coronet*, 3-'50.

CHARACTER—6

You cannot dream yourself into a character—you must hammer and forge yourself one.—*Union Signal*, published by WCTU.

CHILDREN—Employment—7

More than twice as many boys and girls from 14 to 17 yrs old are working today as there were during the immediate pre-war yrs . . . About 700,000 children of 14 and 15 yrs currently are working full or part time in American industry or agriculture, as are 1,300,000 youngsters of 16 or 17. Nearly 200,000 of the young workers under 16 are not attending school at all.—*Occupations*.

CHURCH—Attendance—8

It has been said that Easter is the one day in the yr when anyone may attend church without

incurring any suspicion that he is deeply committed to Christian faith and life.—*ANGUS DUN*, Bishop of Washington, in *Southern Churchman*.

CIVILIZATION—9

To most people a savage nation is one that doesn't wear uncomfortable clothes. — *FINLEY PETER DUNNE*, author, quoted in *Hobbies*.

CONSCIENCE—10

It is astonishing how soon the whole conscience begins to unravel if a single stitch is dropped.—*CHAS BUXTON*, quoted in *Ladies' Home Jnl*.

CUSTOM—11

The wearing of Easter bonnets and new clothes was begun in the early celebrations honoring Eastre or Ostara, the Teutonic and Saxon goddess of spring, whose name we have given to the holiday. The glad rags were worn then as a token that everyone was sharing in a brand-new life-yr. This custom, thanks to the ladies, has shown no signs of falling into disfavor.—*Holiday*.

DEFENSE—Nat'l—12

Defense is costing American taxpayers \$13.5 billion a yr. Defense is costing 11 American allies taken together, only \$5 billion. That means U S is putting up \$2.70 for each \$1 of defense money put up by all other nations in the Atlantic Pact.

Nearly ¼ of a big U S budget is devoted to arms spending. Only 18% of budgets of the 11 allies is devoted to such costs. Among the larger allies, Britain is devoting 20% of her budget to defense, France 16%, Canada 15%.—*U S News & World Report*.

DEMOCRACY—13

As soon as any gov't, calling itself democratic, sets up, directly or indirectly, any censorship of opinion it is betraying its cause. Democracy is the only system of gov't that trusts in its own per-

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suasiveness, so that all the winds of doctrine have way within it. Democracy is the only system that has faith in the free mind. Democracy is the only system that does not make education the servant of power.—R M MacIVER, *The Ramparts We Guard*. (Macmillan)

DIVORCE—14

Lady speaking in a Saks Fifth Avenue elevator: "I don't know why it is, but every time I get divorced, I'm so nervous!"—*New Yorker*.

EASTER—15

The story of Easter is the story of God's wonderful window of divine surprise.—CARL KNUDSEN.

Easter is not a passport to another world; it is a quality of perception for this one. — W P LEMON.

They say . . .

Buick's lyrical sales slant: "This Buick costs less than Butter!" is somewhat startling—but sure enough—3600 lbs at \$1899 figures about 50¢ a lb. JAS S TYLER, in *Adv'g Agency*, shudders: "What Moscow could do with that slant, in terms of capitalistic food costs, we'd rather not think about right now." . . . Current statistics show that only 2.7% of the people in the U S are illiterate . . . Writing in *Survey*, HOWARD D CLARK reports some figures on losses due to vandalism in Washington last yr: damage on traffic signs (valued at \$241,644) due to shooting or defacement with crayons, rocks, beer bottles, and so on, was \$43,936—enough to construct a mi of concrete highway . . .

EDUCATION—16

Approx 3 million adults and post high school youth are being served each year by public schools.—*Practical Home Economics*.

EFFORT—Reward—17

If you want a place in the sun, you'd better expect to get a lot of blisters.—Origin unknown.

EGOTISM—18

The most enthusiastic worshipper of his maker is the self-made man.—*Cincinnati Enquirer*.

EMPLOYMENT—19

Back in 172 A D, the Greek physician Galen observed: "Employment is nature's best physician and it is essential to human happiness."—*Omaha World-Herald*.

EXCUSE—20

If all the crutches were laid end to end, there still wouldn't be enough for the lame excuses.—*Wall St Jnl*.

FAITH—Doubt—21

Doubt sees the obstacles
Faith sees the way.
Doubt sees the darkest night,
Faith sees the day!
Doubt dreads to take a step—
Faith soars on high.
Doubt questions—"Who believes?"
Faith answers—"I." — *Sky Pilot's Log*.

FALSEHOOD—22

A half-lie is more vicious than an outright falsehood because it wears the garb of credibility.—*Hartford Courant*.

FOR'GN AID—23

Ninety-five trade treaties now exist between the Marshall Plan countries and the Soviet satellites.—DREW PEARSON, *Bell Syndicate*.

FREEDOM—of Press—24

Baron Humboldt, the great for'gn scientist, was visiting Thos Jefferson one day when he happened to pick up a newspaper in the President's study, a publication filled with bitter and venomous attacks upon the Pres of the U S.

"Why isn't this paper suppressed? Why isn't its libelous editor fined or put in prison?" Humboldt asked indignantly. Jefferson smiled indulgently. "Put that paper in your pocket, Baron," he said, "and should you hear the reality of our liberty, the freedom of the press questioned, show them this paper—and tell them where you found it."—*York Trade Compositor*, hm, York Composition Co.

GERMANY—Resistance—25

Eastern Germans are using a "language of stamps" as a show of passive resistance. Stamps honoring Communist heroes like Marx and Ernst Thaelmann often are inverted or applied so the face looks down. Sometimes they are replaced by non-political combinations. Instead of the 24-pfennig Thaelmann, for example, may be used a 2-pfennig stamp honoring the artist, Kaethe Kollwitz; a 6-

pfennig for the playwright, Gerhart Hauptmann and a 16-pfennig for the great German medical leader, Rudolf Virchow.—*Memphis Commercial Appeal*.



Ninety yrs ago (Apr 3, 1860) the Pony Express began its eventful history.* As the 1st rider headed west from St Joseph, Mo, another, eastbound, set out from Sacramento, Calif.

Service was a private venture of Majors, Russell & Waddell. The term "Pony Express" probably was an inspiration of Col ALEXANDER MAJORS, who presented Bibles to his men, permitted no drinking or profanity. Actually, animals were not ponies but halfbreed Calif mustang horses. And the firm did not carry express, in the modern sense of the term. Primary mission: to forward telegraph dispatches from St Joseph, the western terminus, to the Pacific Coast. Letters, at \$5 each, were a sideline.

Few persons today realize the magnitude of this undertaking. The course covered 1975 mi's of wilderness trail. Service req'd 500 horses, selected to outrun the fleet ponies of hostile Indians; 190 stations with attendants, and 80 hand-picked riders. Sponsors invested \$100,000—a fantastic sum—before the 1st trial run.

Countless horses and many riders were killed or injured, but the Pony Express, in 650,000 mi's of travel, lost only one document pouch. Never did it fail to span the transcontinental desert in the scheduled 10 days. The inaugural address of ABRAHAM LINCOLN was sped from St Joseph to Sacramento in 7 days, 17 hrs, a world record for man-and-horse dispatch that yet stands.

As telegraph lines pushed farther west, the course was shortened, and finally discontinued. Service was maintained for scarcely 16 mo's, but the Pony Express, in that short time, won an enduring place in American history.



Emblem of loveliness and life

There are many lovely legends connected with Good Friday* and the Eastertide. In the Treasury of the Christian Faith, edited by STANLEY I STUBER & THOS CURTIS CLARK (Association Press), there appears this one, told by SAM'L J B PARSONS:

An ancient legend tells of a monk who is said to have found the crown of thorns that had mockingly encircled the brow of the Master. The saintly man carried it into the chapel of the Cathedral on Good Friday morning and set it upon the altar. What a ghostly looking thing it was, rugged, cruel, and stained with blood. It was no wonder his flock merely glanced at it for a moment in their devotions and turned away sick at its ugliness. But it was a true symbol of Good Friday. All the ugliness of men's hearts which crucified the Lord, all the physical horrors, the mental nausea and spiritual torture thru which our Lord passed, were indicated in the crown of mockery that He wore.

Very early Easter morning the monk hurried to the chapel to remove the symbol of sin, suffering, and death. He knew it would be strangely out of place in the glory

Calvary and Easter

With shudder of despair and loss

The world's deep heart is wrung

As, lifted high upon His cross, The Lord of Glory hung—

When rocks were rent, and ghostly forms

Stole forth in street and mart; But Calvary and Easter Day,

Earth's blackest day and whitest day,

Were just 3 days apart.

—Author unknown.

GOAL—Achievement—26

I once asked a great newspaper editor, "How did you get to be the editor of this paper?"

His simple reply: "I wanted to be."—NORMAN VINCENT PEALE, noted clergyman and author, *Kansas City Star*.

GOV'T—Expenditure—27

The paperwork on every gov't purchase order costs more than \$10 in labor and mat'ls. Approx half the 3 million orders which the gov't issues each yr are for less than \$10. Thus it often costs the gov't over \$10 to purchase a 50¢ typewriter ribbon.—*Richmond News*, hm, Ford Motor Co.

INFLATION—28

Inflation: A cockeyed economic condition that makes the prices you get look good and the prices you pay look awful.—*Kraftsman*, hm, Kraft Foods Co.

INVESTMENT—29

Idle dollars have as much chance of growing as acorns on a concrete highway.—*Kalends of the Waverly Press*, hm, Williams & Wilkins Co.

KNOWLEDGE—30

Opinions, theories and systems pass by turns over the grindstone of time, which at first gives them brilliancy and sharpness, but finally wears them out.—*Rivarol*.

LEADERSHIP—31

It is well to follow a leader, but wise to see if he is headed in the right direction first.—*Brick & Clay Record*.

LIFE—32

Being rushed is not a virtue in itself. It is merely a sign of

of the resurrection morning. Imagine his surprise, when upon opening the door, he found the place full of a beautiful fragrance. At first all he saw was the sun shining thru a stained glass window directly upon the altar. Fixing his gaze upon the spot on which the sun had concentrated its glory upon the altar, he saw the crown of thorns. But the thorns and barrenness of the twisted twigs had undergone a marvelous transformation: the whole thing had blossomed into roses of the rarest beauty and the most delicate fragrance. The symbol of crucifixion and death had become the emblem of loveliness and life.

bad mgt. The art of living consists not in stuffing the day as full as possible, but in getting thru that day with a sense of achievement, of enjoyment, and without excessive fatigue. — KARIN ROON, *Collier's*.

MARRIED LIFE—33

The two stones most commonly associated with marriage are the diamond and the grindstone.—*Oral Hygiene*.

MEMORY—34

Oscar Wilde's memory was once tested by his friends. On a table they laid a novel which he had never seen before. For exactly 2 min's they allowed him to glance thru the pages. Then the book was closed.

Wilde was interrogated on plot, characters and theme. He not only ans'd correctly all the questions, but quoted whole paragraphs from the book.—*India Digest*.

MODERN AGE—35

No Mariner ever enters upon a more uncharted sea than does the average human being born in the 20th century. Our ancestors thought they knew their way from birth thru eternity; we are puzzled about day after tomorrow.—WALTER LIPPMANN, *Drift & Mastery*. (Holt)

ORIGIN: "Not dry behind the ears"—36

The expression is said to have originated among the Dutch of early Pa. Noticing that animals just born are promptly licked dry everywhere but behind the ears, the Dutch coined the phrase to designate a mere youngster.—*Montreal (Canada) Star*.

PERSPECTIVE—37

We are not as lawless as we were in the yr 600, or as fearful as in 1,000, or as doctrinaire as in the days of the Inquisition, or as credible of witchcraft as in 1692. The good old days were not, really, as desirable as they seem from a safe distance. Our own time is worth our att'n, affection and, respect, if only because it is the only time in which we shall be alive.—DOROTHY VAN DOREN, "The Good Old Days," *This Wk*, 3-12-'50.

PROGRESS—38

Too many men in business are like the Maine farmer to whom Dr Wm Trufant Foster applied for a job at the confident age of 11. "No," the farmer said to the future

college pres and economist, "I reckon I won't hire no help. I can't tell how the crops are gonter turn out so I'll just putter along by myself." Twenty yrs later Mr Foster found him still puttering along by himself, his apple orchards still overgrown with weeds and caterpillars.

Farmers and business men usually get what they prepare to get. Unless you see good results mentally you'll not get them in the practical world of affairs.—*Nashua Cavalier*, hm, Nashua Gummed & Coated Paper Co.

PUBLIC RELATIONS—39

Public relations is the collective opinion of everybody at a given moment toward a given thing or activity.—F F GREGORY, "Why Is Public Relations Important?" *American Engineer*, 3-'50.

RUSSIA—40

The cost of living in Russia remains high by Western standards. Most prices, especially those of mfr'd goods, would have to be reduced 100% to 300% to compare with Western prices. — *Christian Observer*.

SERENITY—41

Unless you find serenity within yourself, you will never find it elsewhere. — *Cable*, hm, Council 437, Knights of Columbus.

SERVICE—42

A candle loses nothing by lighting another candle.—*Money*.

SEXES—43

Thurman Arnold once said, "Every man ought to have 4 women: A blonde to give him romance. A capable sec'y to take his notes. A cultured woman to satisfy his intellectual interests. And a wife to cook for all 4 of them."—PAUL DENIS, *N Y Sunday Compass*.

SPEECH—Audience—44

Dr John McNeill, the famous Scottish evangelist, was asked whether in his travels he had noticed any marked difference in the character or manners of his hearers. "No," was his answer, "the Zulus, to whom I spoke in S Africa, thru an interpreter, smiled and cried at the same points that elicit similar expressions from those I have addressed in 5th Ave."—J CARTER SWAIM, "God Has Made of One," *Internat'l Jnl of Religious Education*, 2-'50.

STRENGTH—45

The ancient Norseman said, "Vain is the strong oak in our ships without strong hearts in our men."—*American Workers Digest*.

SUCCESS—46

After making a study of men who achieved conspicuous success, in which he graded each one for 20-odd personal qualities such as honesty, good health, cleverness, etc, Lee Wilson, present head of the Bell System, came to the conclusion there were only two traits common to all: They were the ability to discern what ought to be done in a given situation and the capacity for getting it done.—*Wright Line*, hm, Wright & Co.

This Day . . .

Give me work to do.
Give me health.
Give me joy in simple things.
Give me an eye for beauty,
A tongue for truth,
A heart that loves,
A mind that reasons,
A sympathy that understands.
Give me neither malice nor
envy,
But a true kindness
And a noble commonsense.
At the close of the day
Give me a book
And a friend with whom
I can be silent.—SCOTTIE Mc-
KENZIE FRASIER, Nuggets, hm,
Barnes-Ross Co. 47

TEACHERS—Teaching—48

The worst temptation in teaching is talking too much. The college instructor in the process of imparting facts, demonstrating solutions, and analyzing new situations usually develops a monologue that almost invariably turns the class into an indifferent audience; whereas the teacher's real job is to cause the students themselves to do these things.—NEIL P BAILEY, head of Dep't of Mechanical Engineering, Rensselaer Polytechnic Inst, in *Teaching Pitfalls*, a memorandum for his dep't staff.

TELEVISION—49

Out of the wizardry of the television tube these days there is coming such an assault against the human mind, such a mobilized attack on the intelligence, such a mass invasion against good taste, as no communication medium has ever known. — NORMAN COUSINS, *Sat Review of Literature*.

THOUGHT—50

It will be a shock to men when they realize that thoughts that were fast enough for today are not fast enough for tomorrow. But thinking tomorrow's thoughts today is one kind of future life.—CHRISTOPHER MORLEY, author, quoted in *Forbes*.

UNITED NATIONS—51

One thing the UN have in common, and that is the ability to see each other's faults.—*Highways of Happiness*.

VIEWPOINT—52

Whether it's an "educational campaign" or the "dissemination of vile propaganda" depends on which side you are on.—*Grit*.

WAGES—53

In terms of the average U S industrial wage, it takes only 34½ wks to earn the price of today's cars, where it took 92½ wks in '20. —*Autobody & Reconditioned Car*.

WAR—54

When we can curb polio by disbanding the medical profession,
When we can overcome ignorance by dismissing the educators,
When we can eliminate civil crime by liquidating our police force—

Then we can abolish war by depriving our armed forces of the means of defending us.

It is war in itself that is evil, not the means of waging war.—ROB'T J ASPELL, letter to editor, *Des Moines Register*.

WELFARE STATE—55

A welfare state is one in which the people live from handout to mouth.—*Wall St Jnl*.

WORK—56

A good job is one which is more interesting than a vacation.—*Boston Globe*.

WORRY—57

A large industrial concern discovered that 9 out of 10 cases of workers' inefficiency were caused by worry. A life ins co found that 4 out of 5 nervous breakdowns began not in actual events but in worry. A medical clinic's analysis of its patients showed that 35% of all illnesses on its records started with worry.—CHAS M CROWE, *Sanctuary*, Lenten devotional booklet. (Abingdon-Cokesbury)

GOOD STORIES

You Can Use

This story comes from one of the more spacious hdqrs occupied by Britain's Nat'l Coal Board.

A prominent official was seen hurrying toward the exit of the bldg. As he entered the hall, he called a shade testily to one of the attendants: "Is my car ready?"

A stranger, sitting in the shadows of the hall awaiting an interview, was heard to murmur: "Our car, sir, our car."—*Tit-Bits*. (London) **a**

"Small fry of '49 bragged: 'My fater's ulcers are bigger'n your fater's.'—Phoenix Flame, hm, Phoenix Metal Cap Co.

"You can't marry her without permission," said Father Smith. "Why not?" asked the swooning swain.

"Because she's a minor." The young man looked stumped for a moment, then asked: "You mean I gotta ask John L Lewis?"—*Arkansas Methodist*. **b**

Nose: That part of the human body that shines, snubs, snoops and sneezes.—Peninsular Light, hm, Peninsular Life Ins Co.

A contestant on the Bob Hawk quiz show said his business was on the rocks and Hawk asked what he did.

Said the contestant, "I make cradles."—*Milwaukee Jnl Mag.* **c**

American Wkly—

Mon—Recover from last wk-end.

Tues—Make arrangements for next wk-end.

Wed—Lull between wk-ends.

Thurs—Get ready for wk-end.

Fri—Leave for wk-end.

Sat & Sunday — Wk-end.—Information. **d**

An orchestra accompanying one of Broadway's long-run musical hits recently hired a replacement—a trombonist. His first night on the job, the musician found that his chair in the orchestra pit was located close to the little door leading backstage. He also found,

I LAUGHED AT THIS ONE

Gen WALTER BEDELL SMITH
Former Ambassador to Russia

I heard many amusing stories while I was in Moscow. One of my Russian friends once confided that the janitor of the ap't bldg where he lived rushed thru the halls one midnight shouting frantically to the tenants. "Don't be afraid comrades," he cried, "don't be afraid! It's only a fire."—*N A N A*.

half-way thru the 1st act, that at the beginning of a 128-bar rest his predecessor had noted on the score: "Time for a quick one."—*This Wk.* **e**

Emma Calve, the great singer, was once asked to compare her voice with that of other singers. Said Calve: "What kind of voice haf I? Well, Melba, she haf ze high registaire; Schumann-Heink, she haf ze low registaire; and Calve, ha-ha, she haf ze cash registaire."—*Mag Digest*. **f**

Tourist: A person with a heavy tan on the left forearm.—*Outdoor Ind.* **g**

Having hoisted a few on his way home from the office, the venerable att'y stopped in at the corner drugstore to purchase some peppermint drops. The druggist grinned and said, "Don't tell me why you're buying these, Fred, I know that when your wife smells Scotch, she demands that you buy something for her." "Right," Fred agreed. "And I don't want her to inflict the breath penalty tonight."—*Wall St Jnl*. **g**

When Toots Shor, the N Y restaurant owner, made his 1st visit to Calif, his good friend Pat O'Brien, for a laugh, sent East for a handful of Toots' own menus. O'Brien then steered Toots into a

famous Beverly Hills establishment, and thrust one of the menus into his hands.

Toots didn't recognize it for a moment. He glanced over the list of ready dishes, and murmured in a shocked voice, "Holy mackerel! What prices!" — *BENNETT CERF, King Features Syndicate*. **h**

A newspaper got a call from a woman who wanted her spouse's name put in the obituary column because she caught him kissing his sec'y.

"How long has he been dead?" she was asked.

"He starts tomorrow." — *Phil-news*, hm, Phillips Petroleum Co. **i**

Middle age is a time of life when one keeps putting back the time when middle age sets in.—*Hartford Courant*.

A Kansas City man reports a conversation with one of those fabulously wealthy Tex oil millionaires. He remarked that there were plenty of millionaires in Houston.

The Texan was not enthusiastic. "Name some," he said.

"Well, there's Jesse Jones."

"That punk? He never had \$30 million in his pocket at one time in all his life!"—*H J HASKELL, Kansas City Star*. **j**

In her prize-winning entry in a S African competition a 16-yr-old schoolgirl invests her "dream husband" with the following qualities: "He throws impromptu parties, he often shows affection for his wife by 'a quick kiss or a passionate hug,' he does not bear grudges, he helps bring up the children, he listens to his wife's point of view before making decisions, and has a joint banking acc't with his wife."—*Punch*. (London) **k**

A hardware supply house found one dealer particularly backward about settling his acc't. Letter after letter, 1st polite, then threat-

ening, was dispatched, to no avail. At last a representative went to see him and asked, "Why haven't you sent us any money? Things going badly?"

"Oh, no," was the cheerful reply. "Everything is fine. But those letters of yours were so good I copied them and sent them out to my delinquent customers, and they have brought in nearly everything that is owing me. I felt sure there must be another letter or two, so I was holding back until I had your entire series." — *Arkansas Baptist*.

Make me over, Mother April,
When the sap begins to stir!
Make me man or make me
woman,
Make me oaf or ape or human,
Cup of flower or cone of fir;
Make me anything but neuter
When the sap begins to stir!—
BLISS CARMAN, "Spring Song." m

A stranger, while traveling thru Ariz, noticed the dry, dusty appearance of the country. He asked: "Doesn't it ever rain here?"

"Rain? Rain?" questioned the native. "Why, say, pardner, there's frogs in this town over 10 yrs old that have not learned to swim yet."—*Radio Review*.

Watching an inebriated man try without success to unlock the door to his house, a policeman asked if he could handle the key for him. "No, thanks," the man repl'd, "I can hold the key—you hold the house."—*Ace News*.

John Clerk, one of the most pugnacious of lawyers, once had a brush with the House of Lords. It seems that he preserved the old-fashioned "enow," whereas his younger brethren said "enough" (enuff). Retaining this old usage while presenting his argument, he was interrupted by the Lord Chancellor saying, "Mr Clerk. In England we sound the 'ough' as 'uff.' 'Enuff' not 'enow.'"

"Very well, my Lord," cont'd the very self-possessed advocate, "of this we have had enuff; and I now proceed to the subdivision of

the land in dispute. It was apportioned into what in England would be pluffland, a pluffland being as much land as a pluffman can pluff in a day."

The Lord Chancellor could not withstand the apt riposte and burst into laughter, saying, "Proceed, Mr Clerk, I know enow of Scotch to understand your argument."—*Ladies' Home Jnl*.

It's a good idea to keep on good terms with everybody and everything you can—especially your wife, your stomach and your conscience.—*Collins Gazette*.

When a literary critic met the nat'l chess champion recently, he asked: "Have you led any good rooks lately?" — JAMESON JONES, *Louisville Courier-Jnl*.

The guest was leaving the hotel, and on checking his bill found he had been overcharged. He went to the proprietor and pointed out that he had made a mistake of \$2 in the addition.

"So sorry, sir," was the reply, "but I'm a bad adder."

"I should say you are," repl'd the guest, "but you're not going to sting me!"—*Montreal (Canada) Star*.

A small town is the place where a fellow with a black eye doesn't have to explain to people; they know.—A W PERINE, *Herald & Democrat (Si-loam Springs, Ark)*

You see a beautiful girl walking down the st. You walk across the st, changing to verbal, and then become dative.

If she is not objective, you become plural—you walk home together.

Her brother is an indefinite article, and her mother is accusative and becomes imperative. You talk about the future, and she changes the subject.

Her father becomes present, and you become past tense.—*Boy Life*.



AUTOMOBILES: The your car may have lost its new look, the "new smell" may be restored with product known as New Car Odor. Sounds silly but people are buying it. R M Hollingshead Corp'n, Camden, N J. (*Forbes*)

Automotive vehicles will be less likely to get stuck in mud and snow as a result of Army research. Army Ordnance has developed a new type differential which will prevent 1 wheel from spinning while the other stands immobile. (*U P*)

CHILD CARE: Electronic Baby-light, placed near baby's crib, playpen, or carriage, picks up cries or too loud gurgles, transmits them into impulses that turn off or on a conventional lamp. Designed to benefit preoccupied, busy, or hard-of-hearing parents. (*Gen'l Electric News Letter*)

GARDENING: Color-perfect garden flower designs are possible with new seeds coated with substance same shade as expected flower. Color-coated seeds for zinnias and sweet peas are now ready; others are on the way. (*Pathfinder*)

REFRIGERATION: New refrigerator with a built-in cold water supply will eliminate any need for bothering with ice cubes or using space to keep a water bottle on tap. Device is attached right to regular water supply; never requires re-filling. (*PETER DRYDEN, Parade*)

TEXTILES: Newly-perfected process gives linen the same resiliency and crease resistance as silk and wool. Tebilized linen is reported to retain its unique qualities thru-out life of garment with normal usage, washing and dry cleaning. (*Townsend Nat'l Wkly*)

Quote CALENDAR

April 1-8—Nat'l Laugh Wk
2-9—Negro Health Wk
1-30—Cancer Control Mo

April 2

- 1791—d Honore Mirabeau, French statesman
- 1792—U S Mint established
- 1798—b August Hoffman, German poet, philosopher
- 1805—b Hans Christian Andersen, Danish poet, fabulist
- 1840—b Emile Zola, French author
- 1862—b Nicholas Murray Butler, American educator
- 1872—d Sam'l F. B Morse, American inventor

April 3

- 1783—b Washington Irving, American author
- 1822—b Edw Everett Hale, American author
- 1837—b John Burroughs, American poet, naturalist
- 1890—1st pony express trip
- 1882—d Jesse James, American outlaw
- 1897—d Johannes Brahms, German composer

April 4

- 1617—d John Napier, Scottish mathematician
- 1774—d Oliver Goldsmith, English poet, author
- 1841—d Wm Henry Harrison, 9th U S Pres
- 1883—d Peter Cooper, American inventor, mfr

April 5

- 1827—b Jos Lister, English surgeon, founder antiseptic surgery
- 1837—b Chas Swinburne, English poet, critic
- 1856—b Booker T Washington, American negro teacher, reformer
- 1928—d Chauncey M Depew, American lawyer, politician

April 6

- 1520—d Raphael Sanzio, Italian artist
- 1528—d Albrecht Durer, German artist
- 1614—d El Greco, Spanish artist
- 1866—b Lincoln Steffens, American journalist
- 1874—b Harry Houdini, American magician
- 1909—Adm Rob't Peary discovered N Pole
- 1917—U S declared war on Germany
- 1935—d Edw Arlington Robinson, American poet

April 7

- 1770—b Wm Wordsworth, English poet
- 1790—b Wm Ellery Channing, American divine, author
- 1891—b David Low, British political cartoonist
- 1891—d Phineas T Barnum, American showman
- 1907—b Joshua Loth Liebman, American rabbi, author
- 1947—d Henry Ford, American inventor, industrialist
- 1950—Good Friday

April 8

- 1892—b Mary Pickford, American actress
 - 1919—d Frank W Woolworth, American merchant
- *Indicates relevant items on this page.
See also: Pathways to the Past, Gem Box.

NICHOLAS MURRAY BUTLER*

I have boiled down the importance of education to just two things: character and good man-

ners. A man or woman who can develop good character with good manners is educated because everything else will come. Without these there is no use of having schoolhouses or school teachers because you cannot do anything with people who have not developed these all-important things—character and good manners.

WM ELLERY CHANNING*

Freedom of opinion, of speech, and of the press is our most valuable privilege, the very soul of republican institutions, the safeguard of all other rights. If men abandon the right of free discussion; if, awed by threats, they suppress their convictions; if rulers succeed in silencing every voice but that which approves them; if nothing reaches the people but what would lend support to men in power—farewell to liberty.

CHAUNCEY M DEPEW*

While pres of the N Y Central System, Chauncey M Depew was constantly being approached for free passes over the Central lines. To one such sponger he suggested that he read the Bible—a little each day, paying particular att'n to these passages:

Mon: "Thou shalt not pass . . ."

Numbers 20:18

Tues: "Suffer not a man to pass . . ."

Judges 3:28

Wed: "The wicked shall no more pass . . ." Nahum 1:15

Thurs: "This generation shall not pass . . ." Mark 13:30

Fri: "By a perpetual decree it can not pass . . ." Jeremiah 5:22

Sat: "None shall pass . . ." Isaiah 34:10

Sunday: "So he paid his fare thereof and went . . ." Jonah 1:3.
—HOMER M STIVERS, Pageant.

HENRY FORD*

When asked what one thing helped him over his greatest obstacle, Henry Ford repl'd: "The preceding one."

Aromatic plants bestow

No spicy fragrance while they grow;

But crushed or trodden to the ground

Diffuse their sweetness all around.

—OLIVER GOLDSMITH.*

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Quote

HARRY HOUDINI*

I do believe that the soul is immortal, but I am positive that it does not return in table rappings, cotton wool, or any of the indecent liaisons with which spiritualism concerns itself.

WASHINGTON IRVING*

There is a certain relief in change, even tho it be from bad to worse; as I have found in traveling in a stage-coach, that it is often a comfort to shift one's position and be bruised in a new place. — *Tales of a Traveller: Preface.*

JOSHUA LOTH LIEBMAN*

Tolerance is the positive and cordial effort to understand another's beliefs, practices and habits without necessarily sharing or accepting them.

LINCOLN STEFFENS*

"Politics" is nothing but good manners in public.—*Autobiography of Lincoln Steffens.* (Harcourt, Brace)

BOOKER T WASHINGTON*

You can't hold a man down without staying down with him.

Quote

